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# **Content Management and The Research Librarian**

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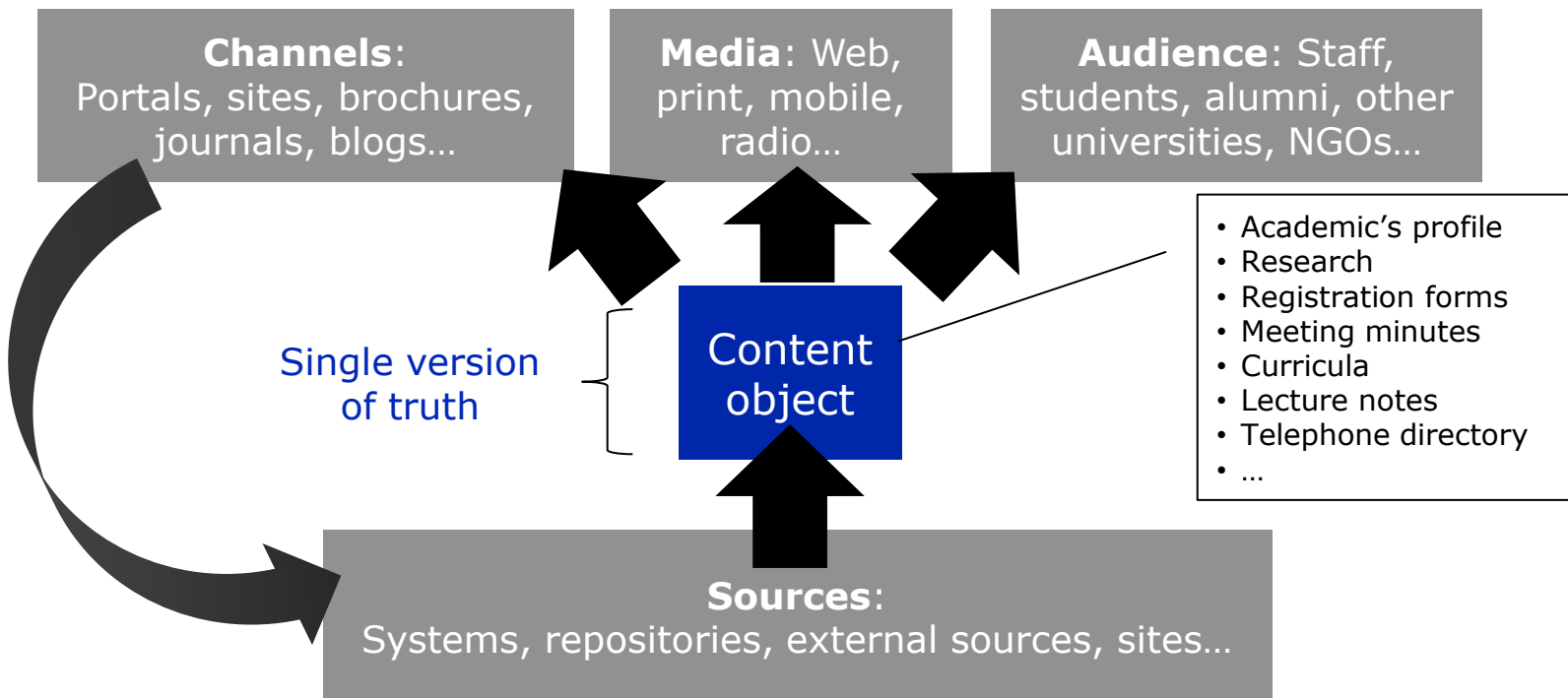
# Outline

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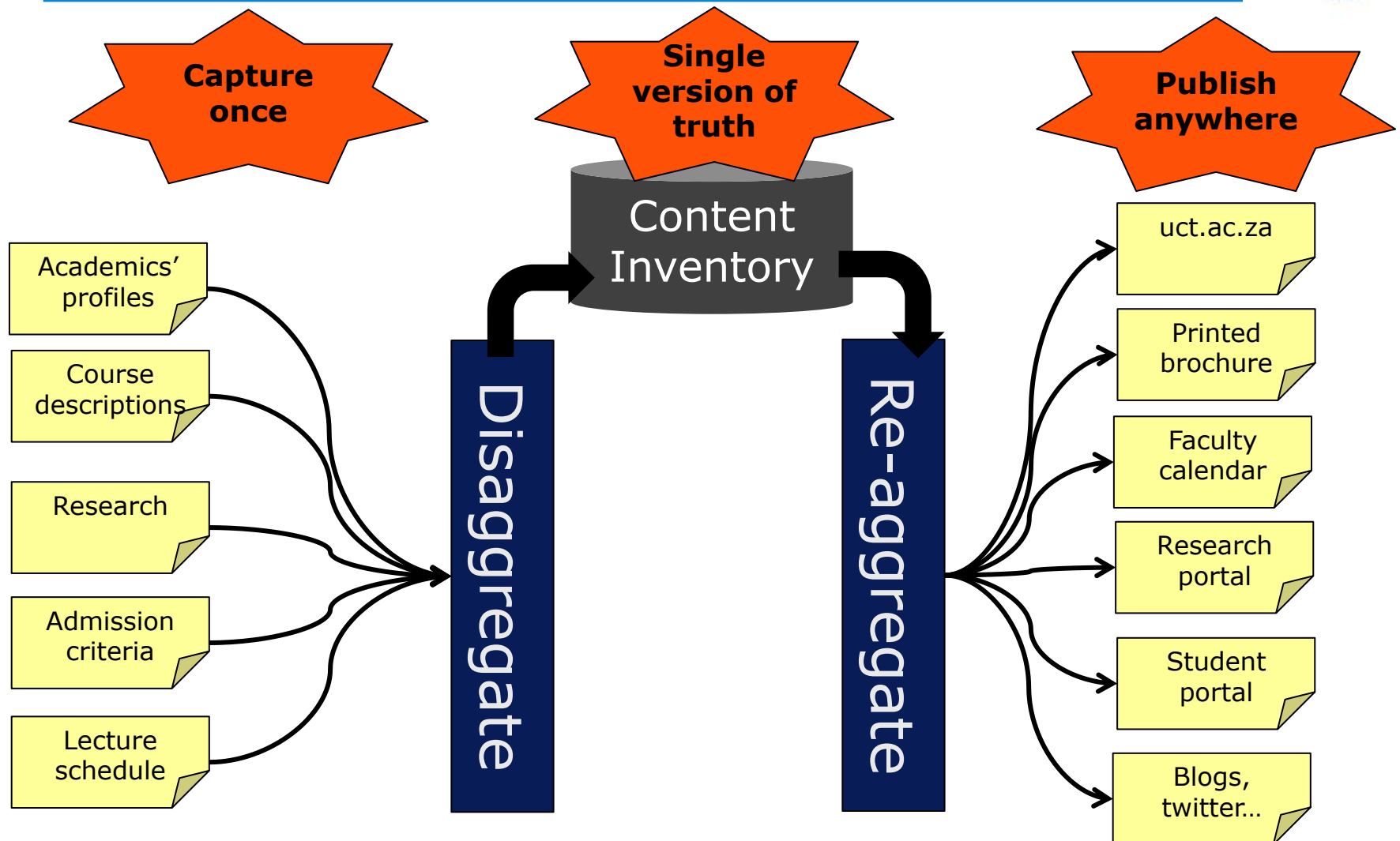
- **What is Enterprise Content Management?**
- **2 approaches**
- **Where does the Librarian fit in?**
- **Implications for the Research Librarian**

# Enterprise Content Management 101

- **“Enterprise”:** Across all organisational units and stakeholders (faculties, support, external stakeholders...)
- **“Content”:** All information that is not transactional or financial data



# ECM 101: Example



# Best Practice ECM Principles

- **Single source (Store once, Publish anywhere, Single Version of the Truth)**
- **Centralise metadata management for maximum re-use and interoperability**
- **Separate content from format for maximum re-usability**
- **Consumer-centric: Structure content the way consumers want to access it, not according to organisational silos**
- **Decoupled architecture – Avoid being locked in by proprietary functionalities: There is no single end-to-end solution out there**

# Approaches to ECM

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- **Functionality/software-driven**
- **Information/governance-driven**

# Content Management Systems

- **Document Management**
- **Web Content Management**
- **Records Management**
- **Imaging**
- **Digital Asset Management**
- **Brand Asset Management**
- **Groupware/Collaboration**
- **DTP**
- **Workflow/BPM**
- **Component Content Management**

# The *Evolving* Imperative

## Era of the Library

- Books & Journals
- Card catalogues, microfiche

## Rise of the e-enabled Library

- Electronic catalogues
- Electronic check-out

- Websites and search engines
- Online journals
- Video, image and sound libraries

## Rise of the “Cybrarian”

## Rise of the Knowledge Centre

- Institutional repositories
- Communities of Interest and Communities of Practice
- Search and retrieval services

## Era of “Information Management”

- Records, Contract, Document Management
- Metadata and semantic web
- Groupware, portals, social media
- E-books etc.



# Key skills for the contemporary librarian



- **Storing and curating information**
- **Cataloguing**
- **Identifying, brokering and acquiring information sources**
- **Information retrieval and facilitating retrieval**
- **Information governance**
- **Subject area knowledge**
- **Operational management**

**...so what else is new?**

# **Development areas for librarians**

- **Cataloguing: Metadata, standards, taxonomy, ontology, classification... (Going beyond Dewey and MARC)**
- **Content acquisition, brokering, syndication and licensing: Inward and outward**
- **Records Management: Governance, archiving, retrieval**
- **Social Media governance and administration**
- **Copyright and Intellectual Property (Creative Commons, Commercialisation, Intellectual Capital)**
- **XML, RSS, Semantic Web, portals**
- **Digitisation**

# **The Research Librarian and ECM**

- **The Metadata monster: Techies simply don't understand it. Rare skills.**
- **Content beyond books: Know your media.**
- **Agency and ownership: Claim your space.**
- **Enabling research: Mashing content together in the research value chain.**
- **Curatorship of IP.**
- **The Research Portal.**

# More about Research Portals

- **Must be driven by research needs, rather than IT**
- **Value proposition: Everything in one place, at the researcher's fingertips.**
  - Reduced login
  - Consolidated sources of data, information and tools
  - Facilitating collaboration, funding, administration
  - Facilitating publishing and management of publications
  - Follows the process/value chain (goes beyond information retrieval)

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# Questions?

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